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The evolutionary psychology of environmental sustainability

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2020

document version

Publisher's PDF, also known as Version of record

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citation for published version (APA)

Palomo Velez, G. F. (2020). *The evolutionary psychology of environmental sustainability: Obstacles and opportunities for intervention*. [PhD-Thesis - Research and graduation internal, Vrije Universiteit Amsterdam].

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Many of the current environmental problems are partly the result of human behaviors (e.g., deforestation, pollution, human-induced climate change). The present dissertation investigated how understanding pressing environmental issues and their behavioral causes through evolutionary lenses can improve the impact of green policies and interventions. In particular, this dissertation studied how certain aspects of our evolved psychology can be harnessed to encourage pro-environmental behaviors. Three evolutionary-rooted psychological tendencies, and how they relate to environmental behavior were examined: the predisposition to care and ensure the welfare of one's biological children, the use of costly signals to attract potential mates, and the tendency to avoid contact with pathogens. This way, based on insights derived from kin selection theory, costly signaling theory, and the research on the behavioral immune system, three empirical chapters tested (1) whether appeals to the welfare of people's children indirectly encourage pro-environmental intentions and help for environmental charities, (2) whether sustainable products act as costly signals to attract potential mates, and (3) whether persuasive messages against meat consumption expressing the disgusting features of the meat industry reduce intentions to eat meat. Specifically, Chapter 2 tested, in four online experiments, whether children-cues presented within environmental messages, and contexts, increase the ultimate motivation of parental care, which in turn increases people's intentions to behave in sustainable ways. Overall, the studies showed that children-based appeals increase people's motivations to behave in pro-environmentally indirectly, through increased parental-care. Importantly, this indirect effect was effective in increasing pro-environmental intentions (e.g., collecting and recycling used paper, and preferring paper bags to plastic ones), but not in increasing intentions to help environmental charities. Chapter 3 tested whether people's consumer decisions influence perceptions of how suitable they might be as short and long-term romantic partners, and whether such perceptions correspond with people's actual consumption preferences. Two online experiments showed that consumption of sustainable products

increases one's attractiveness as a long-term romantic partner, but also as a short-term one, and that women tend to perceived male green purchasers as less sexually unrestricted. However, results also indicated that these perceptions are not necessarily accurate, and do not correspond with actual consumption preferences of people varying in mating investment. Finally, Chapter 4, in three online experiments, explored whether disgust-eliciting information regarding the meat industry negatively affects people's attitudes towards meat products, and whether this type of information is more persuasive than other, relatively more common, arguments against meat consumption (i.e., health, animal welfare, and environmental concerns). Overall, results suggested that both disgust-eliciting information and animal welfare information are effective in negatively influencing meat attitudes, and that the former also has a positive effect on attitudes towards vegetable products. The three empirical chapters are discussed in light of their respective related evolutionary theories, and their implications for environmental policymaking and sustainability research are addressed.